

Joseph KARAM

📍 Lyon – France

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A strategic and visionary leader, with a clear sense of purpose and urgency. Reported success and extensive expertise with a proven track record of spearheading Hospitality and Restaurant Operations successfully encompassing Food & Beverage, Festival management, High-end catering, Profit & Loss Management to active supervision of the entire part of the operations, exhibitions, and event management. Targeting to express potential in leadership roles across institutions and Management with

EXPERTISE

- ISO 22000: 2005 certification
- Project management implementation
- Customer retention and satisfaction
- Budget Management and P&L
- Policies and Procedures development
- Catering extensive knowledge
- Central Kitchen Design and implementation
- Lean management implementation
- Financial Planning & Administration
- R&D, supply, quality, marketing
- Prospect and negotiate partnership contracts
- Multidisciplinary Teams Leadership
- Negotiation and contract management
- Total Quality Management System
- Strategic Planning and Implementations
- Coach people to perform at their best
- Franchise development and creation
- Team Building Management and Kaizen implementation.

EDUCATION

- **Ph.D. in Management Science Lyon 3 – “Laboratoire Magellan”- 2022-2025**
What progressive Skills structuring in Meta organizations for individual, collective and collaborative skills in collective catering to meet the new regulatory requirements.
- **Master II Research and management – 2021-2022 – Lyon III IAE / EM Lyon**
Impact of the EGALIM law on individual and collective competencies in school catering in France – Grade 15.5/20
- **MBA / Master’s Degree- 2020 - Institut Paul Bocuse**
Food Business Management & Concepts Creation.
- **Business Family and Consumer Science/ Human Sciences – 2009 - University of Toledo**
- **Bachelor Hotel, Motel & Restaurant Management – 1992 - Institut Paul Bocuse**

TECHNOLOGY

- Pack Office Microsoft. (Advance)
- Corel Draw – AutoCAD – Adobe Acrobat
- Social Media (Marketing, creation, animation)
- Network and website (Installation and creation)

LANGUAGES

- French: Fluent written and reading
- English: Fluent written and reading
- Arabic: Fluent written and reading

PROFESSIONAL EXPERIENCE

INSTITUT PAUL BOCUSE

Program Director

Bachelor of The International Restaurant Management

Since August 2021

📍 Lyon

Management of the program and assisting the academic director of the bachelor's in international food service management. Monitoring the student's activities and performance. Promoting and marketing the school bachelor's and representing in different occasions. Ensuring the legal and administrative accreditation and obligations. Working with talent managers to ensure the progression of the student to reach their professional objectives. Ensuring and hiring the professors according to the need of the academic program. Ensuring the B to C and B to B in open house occasions for future students and the different projects with professional companies. Developing the different contact for the school in emerging markets like KSA, India....

Also managing the fourth-year specialization:

- The specialization in International Wine and Beverage Management.
- The specialization in Strategic Meetings & Events Management.
- The Restaurant Business Management & Entrepreneur specialization.
- Restaurant Saison (1 Star Michelin) – L'Institut Bellecour (Semi Gastronomic Bistrot) – Nomos (French casual Brasserie) – Expérience (Bistrot) – F&B (High volume Brasserie)
- Hôtel Le Royal Lyon – Mgallery 5*

INSTITUT PAUL BOCUSE – HOTEL PLAZA ATHENEE – ECOLE FERRIERES PARIS

Professor / Teacher

Since January 2020

📍 Lyon & Paris

- Trainer for Management for the post-Covid.
- Adviser for Plaza Athenée Hotel supporting the Saudi Delegations
- Restructuring a food and beverage company in Dubai.
- Consultant / Teacher in the following fields:
Advanced Restaurant Management - Architecture and engineering for restaurant business - Catering and Banqueting operation management - Acquisition management in hotel and restaurant business - LBO and MBO and finance engineering - Entrepreneurship in the restaurant business - Event and Catering Budgeting and Finance - ISO 22000 and HACCP rules and regulations Implementations - Mentoring for Students for their finals project in Restaurant concept creation - Legal and licenses certifications for restaurants – Sales and Digital data management – Kitchen design – Lean Management – Franchising development – Financial analyses.

LARISSA SAL

General Manager

2010 – 2019

📍 Lebanon & KSA & Iraq

- High-End Multi-Restaurants and High-End Catering with a French and Lebanese Bakery and Pastry and restaurants, offering Management Services for hotels food and beverage operations, beach resorts, schools, universities, corporate institutions, and oil catering, and a semi-industrial Food production
- Increased sales by 300% by creating developed an industrial bakery and pastry line, and frozen savory items for hotels, restaurants, and airlines, supermarkets, with more than 120 customized products. BtoB
 - Achieved business development, and improved customer satisfaction by 92 %.
 - Boosted wedding events from 4 to 120 weddings within two years
 - Established catering in Iraq for oil companies.
 - Produced events for up to 10,000 guests.
 - Developed School catering services for 25,000 meals per day.
 - Achieved ISO 22000 by implementing a food safety management system.
 - Improved financial stability by 10 % and eliminated all financial debts.
 - Andalus- Chocolate Mania – Florian – Café des Lettres...) from creation to civil work to implementation of SOP to the franchise.
 - Developed and implemented institutional catering (Schools, universities, companies, United Nation).
 - Managed the food at Music Hall Beirut.
 - Founded and Implemented restaurant concepts in Lebanon (Teta – Burj Al Andalus).

LARISSA (AL-MAWAED) SAUDI ARABIA

General manager

2005 – 2010

📍 KSA

- Developed and established Larissa Catering branches in Jeddah and Khobar.
- Propelled the company to achieve a premier status in less than a year in the fine dining experience in Jeddah
- Created a unique and distinguished catering service for high-end weddings and events for up to 1,000 guests
- Managed several coffee shops and Lebanese restaurants in Jeddah, and catered to several schools (French, American and British schools) developed a central kitchen of 5000 SQM.

LARISSA CATERING

F & B and Quality Manager

1997 – 2005

📍 Lebanon

- Conceived a central kitchen with a capacity of 10,000 seated cocktails and 5,000 guests for dinners.
- Increased profitability by 9%
- **Administrated a 5-star hotel (Century Park Kaslik)** - 150 rooms, 2 restaurants, and banquet facilities for 500 guests
- Managed 3 Beach resorts and 2 country clubs (Lazy B Beach- Deir El Kalaa- AL Yarz – Spring Hills)
- Operated a beach resort with a seating capacity of 1,500 guests, 3 restaurants, and 3 beach bars
- Implemented a full line of meals under Modified Atmospheric Packaging
- Accomplished production control, training, supply chain, R&D, BE methods, QHSE
- Opened Several Coffee Shops in Sheraton Bhamdoun and Beirut
- Opened a French Brasserie at the French Embassy
- Opened the catering division for the Beirut Exhibition Centre for events
- Developed a ready-mix powder for Lebanese hummus just add water.

MARRIOTT HOTEL

F & B Assistant Manager

1995 – 1997

📍 Lebanon

- Part of the Pre-opening team for 5 food and beverage outlets and banquet facilities
- Coached the opening team on procedures and guest satisfaction
- Implemented the Network and Micros and Fidelio

SAINT-CLAIR LE TRAITEUR

Assistant Sales Manager

April 1994 - Sep 1994 📍 France

- Managed sales & catering for major events (Open polo de bagatelle – Roland Garros – Formula one Magny Cour).
- Administered a portfolio of high-end customers in the fashion business (1.5 million Euros)

BERNACHON, PAUL BOCUSE, PIERRE ORSI, HOTEL EVIAN
Chef de Partie Kitchen / Pastry / Bakery

1992 à 1995

📍 Lyon, Evian & Paris

AWARDS

- First place winner at TOQUE DU CAFE Competition – Lyon – 1994
- Winner of the YVES THURIES Competition – Lebanon – 1996 (Chocolate cake and sugar centerpiece).
- Winner of HORECA – Lebanon – 1999 : Gastronomic Menu and Chocolate Carving.
- Winner of the BEST MEDITERRANEAN CHEF UNDER 30 YEARS Competition - QOCO BARI -2001

CONFERENCES / ACADEMIC STUDY

- **The 5th Global Tourism & Hospitality Conference, GTHC2022** hosted and organized by the School of Hotel and Tourism Management of The Hong Kong Polytechnic University on 12 - 14 June 2022 in Hong Kong. *Impact of the EGALIM law on individual and collective competencies in school catering in France: the case of two kitchens, SYREC and SIRESCO.*
- **Paper presentation on sustainability at Pantheon-Assas University** – 24 March 2024: Chapter in the book regarding Sustainability and HR.
- **EuroCHRIE 2022. - Apeldoorn, organized by Wittenborg University of Applied Sciences – October 2022.** *Developing soft skills from hard skills and enhancing their managerial skills.*
- **Case Study accepted: “Ouvrage Sustainability et RH - Sustainability et GRH AGRH Conference at Brest 2022 : La difficile mise en œuvre de la loi Egalim: construire des compétences sous contrainte des lois contraignantes”** Ouvrage HEC et EM-Lyon.
- **24e UNIVERSITÉ DE PRINTEMPS DE L'AUDIT SOCIAL 26 & 27 mai 2023 à Tanger (Maroc) :** *Audit social et économie territorialisée : La gouvernance des méta-organisations en lien avec les territoires.*
- **Guest Speaker at Salon AGORES – AUCH May 2023: Gastronomy and Chef's Training in School Catering.**